

April 1989

\$2.50



Pizza Today

The Most Professional Guide To Pizza Profits



- THERMAL BAGS & BOXES
- DELIVERY BY PLANE
- AUTO SIGNS
- RESELLING PIZZAS



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The Patented Car Top Sign!

INCREASED VISIBILITY DAY OR NIGHT

CAR SIGNS INCREASE SALES
HTH Inc. - Winter Park, FL

STACKABLE

AERODYNAMIC PATENTED DESIGN

CAR SIGNS INCREASE SALES
HTH Inc. - Winter Park, FL

TWO YEAR REPLACEMENT GUARANTEE

BY DRIVERS: "This lightweight sign is the only sign I will use. It does not damage my car. It speeds my delivery time because the customer sees me coming and it increases my tips!"

BY MANAGERS: "HTH's sign works on all cars. I stack the signs 12' high for efficient storage in our 850 sq. ft. restaurant. These signs have increased our sales and my bonus. I love these signs!"

BY OWNERS: "I'm very pleased with the car-top signs which I purchased 8 weeks ago. I have received many positive calls from customers that 'You guys must be busy. I see your cars everywhere! They are right, my sales have gone up 12% since I started using HTH signs'."

BY CUSTOMERS: "I like the security of knowing who is at my door. Our NEIGHBORHOOD WATCH appreciates knowing who is driving in our area. I believe drivers using your sign drive more cautiously and responsibly. Everytime I see the sign I want to order a pizza!"

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HTH Inc.

917 N. Pennsylvania Ave.
Winter Park, Florida 32789

Patent Nos. 4667428, D290620; Other Pending

SPECIAL OFFER!
PUT YOUR NAME AND PHONE NUMBER ON YOUR CUSTOMER'S REFRIGERATOR
1000 MAGNETS ONLY \$103.00
(one color)

Reader Service No. 109

more Pizza Promos

carefully on the walls and then ceilings of two of its three restaurants. (The third location participated in the "coupon capture" but didn't participate in this "decorating" because it just wouldn't have gone with the decor.)

Continuing to spread the coupons around the restaurants was derailed by a couple of special promotions the restaurant did to promote its coupon capturing program. "In September we did one where if they brought in 25 coupons they could get a free large pizza," he says. "We only put this notice up on our reader board at two of our locations for one week and it just spread by word of mouth. We were giving out \$600 to \$800 worth of pizzas a week out of one store alone."

Then, in October, a contest was held to see who could bring in the most coupons. The grand prize was a pizza party for 50. Other prizes included several Reno vacation weekends and some smaller pizza parties.

Altogether, 3500 coupons were collected. Eight hundred and twenty-five of them came from the winner. The second place finisher had approximately 800.

"I now have 60 to 70 pounds of coupons I'm storing in garbage bags in my office," laughs Olivier. "We were thinking of stamping every one from Pizza Hut 'captured' and sending them to their headquarters with a thank you note, but we haven't done anything so crass yet."

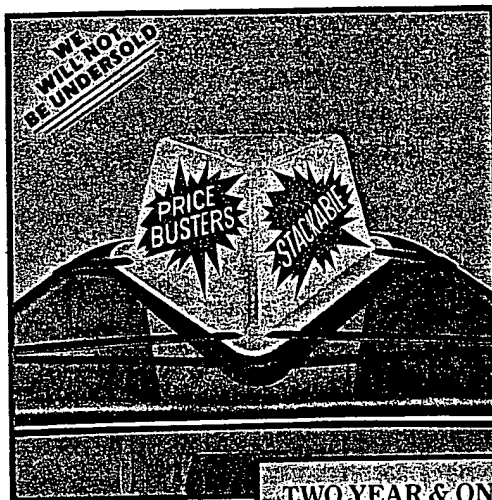
Flying Pie's capture program has brought in additional customers and substantially improved sales. Each of its three stores is averaging about 10 coupons a day. Says Olivier, "For every customer who comes in with a coupon we get one or two additional customers coming in without coupons."

Put into financial terms, the restaurants (all three combined) are now experiencing gross revenue in the \$90,000 a month range, up from about \$70,000 a month during 1987.

Nothing else has changed at the company that could account for this increase. In fact, Olivier has gradually let his advertising budget go from \$1500 to \$2000 a month to zero today. ➤

ALL SIGNS ARE
NOT
CREATED EQUAL...

WE'RE THE BEST!!!



Better
Guarantee ...

TWO YEAR & ONE DAY
REPLACEMENT
GUARANTEE

Better

Design ...

- Aerodynamic design
- Durable, one piece, space age plastic
- Brightest internal lighting system
- Light weight
- Doesn't damage vehicle
- Easy to handle

Better

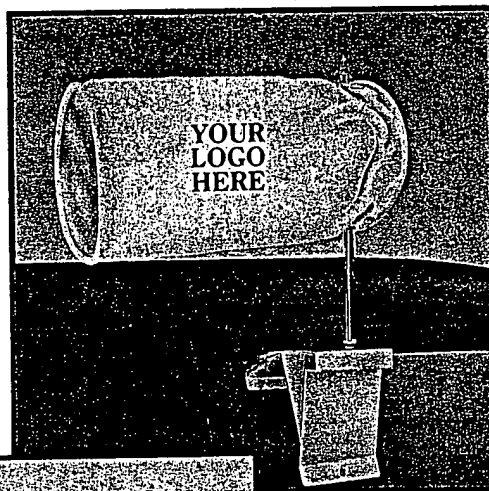
Service ...

- Professional artists
- Faster turn around
- Shipped anywhere UPS.

AUTO SOX Window Model™

- High Visibility
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- Affordable
- Installs in seconds
- Lights up at night
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- ICC FABRICATING OFFERS EXACT COLOR & LOGO DUPLICATION ON ALL OF THEIR QUALITY SIGNS.



HOT NEW IDEA
DRIVERS LOVE THEM ...

Pat. Pend.

ICC fabricating, inc.

23430 Woodward Ave. Ferndale, MI 48220

(313) 399-6660 in Michigan 800-367-0915 outside Michigan

(313) 399-6541 (Fax)

INNOVATIVE PLASTICS FABRICATORS

Reader Service No. 154

more Pizza Maker

homemade onion rings. They are a great drawing item. Most tables order onion rings along with their pizza, sandwiches, or dinners."

Sausage is their most popular meat topping, with pepperoni coming in a close second. La Pizza House also serves that literal ton of sausage every weekend.

"Older people eat sausage, or some combination with sausage. Sausage and mushroom also is very much in demand. Young people, though, always buy pepperoni," claims Russ.

"And every pizza slice has meat," continues Russ emphatically. "We pile the crust high from edge to edge with toppings. No part of the crust is bare. Lots of pizza places give customers one piece of meat on each slice, and the ingredients get skimpy closer to the edges. We serve a quality product and have from day one. We have had to raise our prices throughout the years, but we have never cut back on our high quality. People don't mind paying more for quality. Some pizza makers paint on the sauce in a thin layer. Our sauce is thick, rich, and simmered three to four hours. We do not use packets of dry ingredients mixed with water. Our sauce is home-made from scratch. This situation is true with our pizza sauce and also of our spaghetti sauce," adds Russ, smiling proudly.

La Pizza House offers a full menu that includes pizza, sandwiches, seafood, steaks, chicken, spaghetti, ravioli, cavatelli, and salads. Says Russ, "Abbie already had most of the pizza recipes when we first opened because he had been selling mouth-watering pizza from his home. We changed some ingredients, but not much. The other recipes sort of evolved as we expanded our menu.

"In addition," continues Russ, "all the salad dressings also are homemade with our own special recipes. We developed these from scratch."

The pizza making kitchen, complete with a huge Baker Boy oven, is located right up front where customers can watch the pizza preparations if they wish. A large plate glass window opens to the street so passers-by also can view the process. (Another kitchen

Say It with Signs

Signage is important to any business. Signage is doubly important if one is delivering pizza.

Car signs are effective advertising and promotion for your shop and your products. Most signs are two-sided or three-sided and come in a variety of styles. Of course, you'll want your sign "custom-made"—possibly with your logo and colors. Keep in mind, though, that the more elaborate the logo and the more colors you use, the more expensive the sign.

In addition, although you would like

to stick with your restaurant's colors, you need to select color combinations that will be noticed and remembered. If possible, keep your color choices to one primary color (red, yellow, or blue) and one to two secondary colors.

A no no: do not combine yellow and white. The two colors together do not work—nothing shows up—even with a backlight.

As with all your equipment and tools, maintenance is essential. Dirty signs, chipped edges, etc., do not convey that look of professionalism I'm

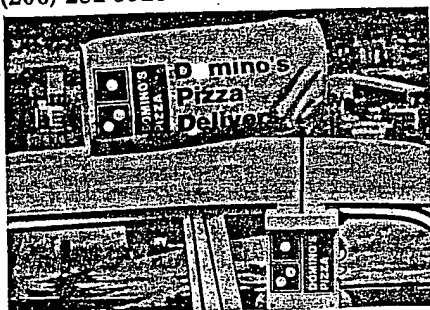
sure your pizza operation wants to show.

Most signage items are built well; however, they are not indestructible. Handle your signage with care. They also should be washed regularly with soap and water. Check your signage often for signs of damage and normal wear and tear. Take care of the worn-out or damaged parts immediately. Also remember to allow adequate funds in your budget to replace your signs on a regular basis. ➤

A.I.A., Inc.
502 W. Church St.
P.O. Box 756
Dallas, NC 28034
(704) 922-0356



Autosox, USA
2400 W. Commodore
Seattle, WA 98199
(206) 282-5923



A.I.A. offers two styles of cartop signs—two- and three-sided. The signs are made with standard-size plastic panel board. They are mounted with suction cups, turnbuckle, and gutter hooks. Signs can be attached to cars without gutters and are available either illuminated or non-illuminated. Prices range from \$32 to \$114 depending upon sizes and material used.

The Autosox window model rolls up in any vehicle window without the use of car-top straps and gutter hooks. Its unique design incorporates a windsock that moves in the direction of the wind when the vehicle is at a stop. A horizontal stabilizer runs through the top of the windsock keeping the sock and advertiser's message full at all times. The base mount and mast are made of rust-proofed galvanized steel, which is electro-static painted. The windsock fabric is durable and washable. An op-

tional lighting system plugs into the vehicle lighter and illuminates the entire sock at night.

Price: \$69.95 plus set-up.

GDM Enterprises, Inc.
1201 Timpe Rd.
Fremont, OH 43420
(419) 332-7239
(800) Tri-Lite



GDM offers AUTO TRI-LITE signs, equipped with genuine General Electric LEXAN® panels. They are so

(Continued on page 48)



The Totem auto sign from Hank C. Rivera & Associates has an anodized aluminum frame, illumination on all three sides, and battery or cigarette plug hook up. It is available in a wide variety of colors and can be mounted or removed from vehicle easily.

The Econo Totem auto sign also features illumination on all three sides and can be hooked up to battery or cigarette plug. It is available with one color printing and no art charge.

Totem Price: \$178

Econo Totem Price: \$105

HTH, Inc.
917 N. Pennsylvania Ave.
Winter Park, FL 32789
(407) 629-0012
(800) 321-1850



The durable, one-piece G.E. Lexan car-top sign from HTH has built-in, non-glare lighting and enough height for excellent visibility in traffic. Weighing less than four pounds, the stackable sign is aerodynamically designed for low-wind resistance. It has no exposed metal to scratch the cartop and is easy to install and maintain.

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We don't compromise. For over seventy-five years, we've been producing the finest quality bakery flour products possible. And we intend to keep right on producing products our customers can rely on year in and year out. No surprises. Just consistent quality.



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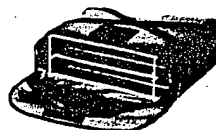
Seattle • Portland • San Francisco • Los Angeles

Reader Service No. 37

Hatteras Hot-Bag

\$19.95 each

\$32.70 each
with Frame



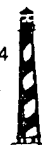
Quantity
discounts available

Reader Service No. 97

Satisfaction guaranteed or your money back. Model VY-101 holds one 18" or two 16" pies. Call for more information and a brochure

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to order - call toll free

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In NC 919-758-0641



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PARAGON

Cincinnati, Ohio

Since 1922

Reader Service No. 153

Is Your Business Coming Apart At The Seams?

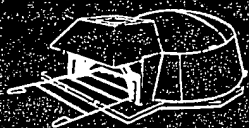
?

■ If you're not paying the same kind of attention to your seating as you do to your cuisine, you could be losing customers. Maximize your available space, while adding beauty to your facility with a custom-designed plan from *Preferred Seat*. Expertly manufactured by experienced craftsmen, *Preferred Seat* is a cost-efficient way to increase client comfort ...and profits. Call today for your no obligation evaluation. Because when it comes to seating, a booth by any other name just isn't *Preferred*.



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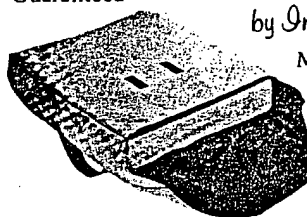
Reader Service No. 4

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The Finest delivery bags
available anywhere!

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Service
No. 23

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Des Plaines, IL 60018

more Signs

Attached to cars with or without gutters, the sign is secured with protective rubber suction cups and durable 640-pound test polypropylene strapping with rubber-coated hooks. The internal lighting fixture is powered by two options—a 12-volt battery hook-up with an on/off switch directly on the sign, or a cigarette lighter hook up with an in-line switch.

Contact manufacturer for prices.

ICC Fabricating
23430 Woodward Ave.
Ferndale, MI 48220
(313) 399-6660
(800) 367-0915



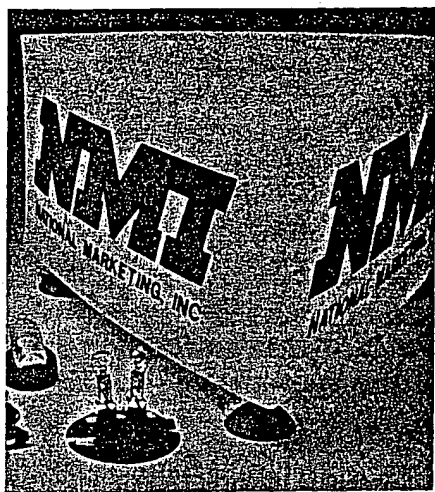
ICC Fabricating features several delivery car products including a three-sided sign (pictured above), two-sided sign, the new Auto Sox, and wall-mounted storage rack for auto signs.

All cartop signs are made of space-age plastic for durability. The three-sided sign weighs only nine pounds and has a 12-volt lighting system. The two-sided sign comes in lengths of 27", 37", and 49". Exact logo duplication and custom silk screening available for all cartop signs.

The new Auto Sox installs in seconds and lights up at night. It is easy to install (no straps or hooks) and highly visible for increased sales.

Contact manufacturer for prices.

National Marketing, Inc.
20175 Winchester
Southfield, MI 48076
(313) 355-4000

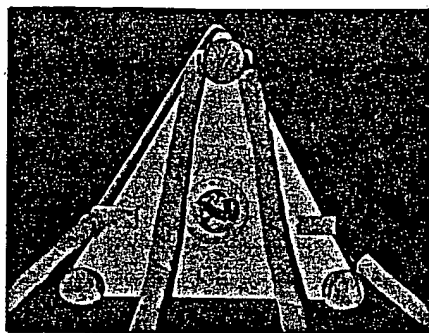


National Marketing, Inc., now sells Concept I, a three-sided car top sign. Highly durable and lightweight, the Concept I car top sign utilizes the latest technology in plastics, constructed of polyethylene material in one piece with three rounded corners. Each sign is graphically designed with your logo or message set in subsurface graphics and molded into the sign preventing fading, peeling, and flaking. The new Concept I weighs a mere six pounds.

Included with the unit are polypropylene straps with pinch buckles for securing the sign to your vehicle. Three soft plastic feet enable the car top sign to rest on the roof of the car. Two plastic coated gutter hooks prevent scratches or damage to your vehicle's finish. A six-foot long cord attaches to the cigarette lighter to power the sign. Illuminating the sign are two standard 12-volt light bulbs. Bulb replacement is simple with the twist-out pod found on the sign's bottom. A full one year warranty on both materials and workmanship accompany the pre-assembled car top sign.

Contact manufacturer for prices.

Stanley McCaffrey's Sign & Plastic Fabricators, Inc.
15254 Dedeaux Rd.
Gulfport, MS 39503
(601) 832-0885



Stanley McCaffrey's Sign and Plastic Fabricators, Inc., offers a variety of car top accessories:

Suction cup and strap covers. This product (pictured above) is for use with car top signs. It prevents scratching paint jobs by providing a soft contact point between the sign and the delivery car. It is made of extra-soft, but durable, material and eliminates rattling and wind noise.

Price: \$9.75 per set (3 suction cup boots & 4 strap covers). No minimum order.

Open Bottom Car Top Sign. This sign has a one-piece, three-sided design. It is constructed of durable, impact resistant Lexan (polycarbonate). It is lighter than other car top signs that have metal frames. Bulbs are easily changed without the problem of removing the bottom. Logos and letters are screen printed on the inside to prevent scratching.

Price: \$119.50 (single orders are okay).

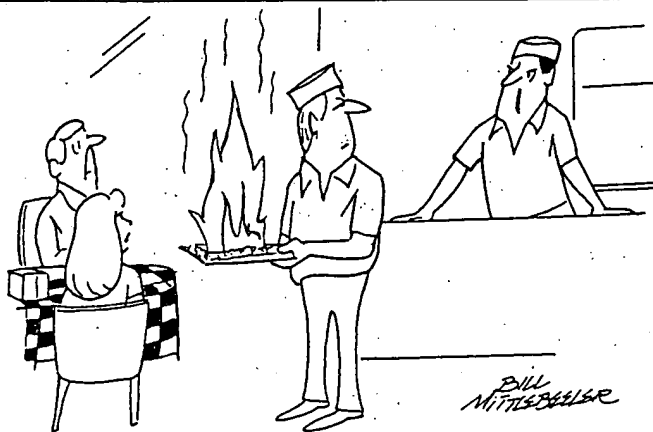
Car Top Sign Hanging Storage Rack. Holds any style car top sign. It frees valuable floor space by using dead wall space. Two models are available: one holds 1 to 5 signs, one holds 1 to 3 signs. Allows quick inventory of signs. (Dimensions—1 to 5 rack, 68" X 6"; 1 to 3 rack, 38" X 6".) It's easy to install, and comes with mounting hardware clips.

Price: 1 to 5 rack/\$28; 1 to 3 rack/\$21.

Windword, Inc.
S. 4127 Lamonte
Spokane, WA 99203
(509) 767-6039
(800) 531-3122



Windword offers a low-cost, tough, and durable wind sock. The sock attaches in seconds and is back-lit for night use. The company also offers hundreds of color combinations.



"ALL RIGHT, FENWICK, NO MORE OF YOUR 'PIZZA FLAMBE'!"